

**Remarks/Arguments**

Reconsideration of this application is requested.

***Claim Status***

Claims 1-29 were previously pending in this application. Claims 1-9 and 17 are amended. Claim 18 is canceled, without prejudice. Hence, after entry of this amendment, Claims 1-17 and 19-29 are pending.

***Claim Rejections – 35 USC §102(e) and 35 USC §103(a)***

Claims 1-16, 19, 21, and 23-29 are rejected under 35 USC 102(e) as anticipated by Nazem (USPN 5,983,227). Claims 17-18, 20, and 22 were rejected under 35 USC §103(a) as being unpatentable over Nazem in view of Hagan (USPN 6,734,886).

Claims 1-9 are each amended to include the limitations of claim 18, the features of which are neither disclosed nor suggested by Nazem in view of Hagan. The Action concedes that Nazem does not disclose or suggest, “wherein the user information comprises rank information including a rank of wholesale prices set for each user,” as recited in claim 18 (now amended claims 1-9). Hagan discloses a method for customizing a user’s browsing experience of a healthcare related internet site based on the personal medical history of the user. According to Hagan, the personal medical history of the users obtained from their health plan are used to customize their respective browsing experiences on the Web site. *See Hagan, Col. 5, lines 34-45*. The Office Action asserts that the user’s medical code history of Hagan, which is used to obtain a customized web page of the user, is analogous to the rank information of the present invention in that users are categorized according to their code or rank.

In contrast to Nazem and Hagan, however, claims 1-9 require that the user information includes rank information indicating the rank of wholesale prices set for each user. As described at page 9, lines 16-22, in order to define the relationship between the rank information and the wholesale prices, the storage device stores a file referred to as a wholesale price table. Since the combination of Nazem and

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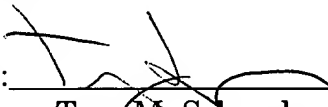
Hagan does not disclose or suggest that the rank information is the rank of wholesale prices set for each user as recited in amended claims 1-9, these references cannot anticipate nor render obvious those claims or claims 10-17 and 19-29 dependent thereon.

***Conclusion***

This application is now believed to be in form for allowance. The examiner is invited to telephone the undersigned to resolve any issues that remain after entry of this amendment. Any fees due with this response may be charged to our Deposit Account No. 50-1314.

Respectfully submitted,  
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